



THE CREATIVE CONNECTION 2: TEAM ACTIONS

(Based on the book "Who Killed Creativity? & How Can We Get it Back: Andrew & Gaia Grant)

PROGRAM CONCEPT

To be stand out from the pack when it comes to creative thinking and innovation, it's critical to know how to harness the power of a team. The creative outcome of a business team depends on the nature of the group of individuals assembled and the way they are encouraged and managed. If teams attempt to communicate, plan, and problem solve without coordinated creative thinking, they could end up using a lot of time with limited results. This session shows how heterogeneous groups of people from different backgrounds and experiences can solve difficult problems more effectively by being able to look at them from different perspectives. It utilizes some basic profiling tools (DISC and HBDI), and as a result empowers teams in organizations to create more cohesive and productive groups through an understanding of the way the team thinks and acts. A main premise of the session is that every person on the team has a unique contribution to the creative thinking and innovation process. Once participants are convinced of the importance of the team and each individual's contribution to it, the session goes on to take a relevant problem and workshop it through 4 key stages.

PROGRAM OVERVIEW

Discovering ways to improve team creative thinking skills through 4 key stages:

1. Dealing with issues creatively
2. Team problem solving
3. Problem solving in action

OUTCOMES

Attitude	Recognizing the need for a diverse approach to creative thinking
Approach	Practical strategies for teams to use ideation and innovation development
Action	Effective problem solving using a team approach creative mindset

DELIVERABLES

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₁₇ An efficient and effective high performing team strategy to maximize individual strengths in coming up with new business innovations. A sample of how this works in action (using a real life /workplace situation)

DELIVERY OPTIONS	CONNECTED TOPICS & SUITE*
<ul style="list-style-type: none"> ▪ Half day workshop, (this session is recommended to run with or after either CSI Intro and or CSI part 1 7 Rescue Strategies. 	The Creative Connection CSI Program Suite: <ol style="list-style-type: none"> 1. The Creative Connection CSI 0: Who Killed Creativity? – 7 Blocks to Creative Thinking 2. The Creative Connection CSI 1: The 7 Rescue Strategies 3. The Creative Connection CSI 2: The Team Actions 4. The Creative Connection CSI 3: Organization Innovation & The Customer Connection 5. The Chocolate Factory: <i>Simulation</i> (Innovative Process Redesign) <i>Also - The Creative Appliance Project- Simulation</i>
RESOURCES AVAILABLE	MORE ARTICLES, VIDEOS ETC
<ul style="list-style-type: none"> ▪ Participant notebooks or notesheets ▪ Online survey ▪ Activity materials ▪ <i>Who Killed Creativity?</i> Book 	<ul style="list-style-type: none"> ▪ http://www.whokilledcreativity.com/



CreatCon2 CSI-Team Actions (1pg)Program information

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